

## 11.0 Aviation Promotion Program

The Aviation Promotion Program helps stimulate aeronautical activity and promote aviation across the state by raising awareness in the business and public sectors about the programs and services provided and the economic benefits generated by Virginia airports. The program provides funding to airport sponsors for the promotion of commercial aviation services and general aviation activities. The program is available to all airport sponsors meeting the eligibility criteria described in Chapter 4 Sponsor Eligibility.

The Virginia Aviation Board has delegated the authority to review and approve funding requests for the Aviation Promotion Program to the Virginia Department of Aviation.

### 11.1 Project Eligibility

Promotion programs should feature public relations activities, advertising, educational activities, publications, and the development of business and financial plans. Programs for general aviation airports can cover a wide spectrum of projects based on the diverse needs of each community and an airport's target audience. Funding for a new project can only be requested after an existing grant agreement is closed.

Eligible projects for the Aviation Promotion Program include:

- airport flight guides
- newsletters
- annual reports
- promotional videos
- on-line services
- brochures and fliers
- print media, billboards, and sign boards
- air time on radio and television
- airport and aviation displays
- aviation educational activities
- acquisition of educational supplies
- business and financial plans that must include a description of the business, financial data, and supporting documents that verify up-to-date master and airport layout plans
- items or services that are contracted for the public's use and benefit at special events such as airport appreciation days, fly-ins, and air shows
- meetings specifically held for promotional activities, including administrative, legal, and incidental costs incurred in completing a project

Please contact DOAV's Communications and Education Division for a determination of the eligibility of other proposed projects.

Ineligible projects include:

- a promotional item or activity that has the specific purpose of attracting business or passengers from another Virginia airport, including advertising or activities referencing the name, services, or economic advantages of one airport over a neighboring Virginia airport
- the purchase, lease purchase, or long-term lease of office equipment, presentation equipment, audio-visual equipment, vehicles, uniforms, or similar items
- the physical enhancement, beautification, decoration, or improvement of airport facilities
- a promotional item, service, or event that is not available to the public
- the promotion of privately owned businesses as sole beneficiary of a promotional effort

## 11.2 State Participation

For the Aviation Promotion Program, the VAB established a \$25,000 annual ceiling on state financial participation for air carrier airports and a \$7,500 annual ceiling for general aviation airports. The state's maximum participation rate for air carrier airports is based on annual enplanements for the most recent calendar year, as shown in Table 5. The state's maximum participation rate for a general aviation airport is determined by the number of based aircraft reported on the airport's annual based aircraft survey, as shown in Table 6. After January 1, funding ceilings are removed for the remainder of the fiscal year.

Table 5  
Promotional Funding Levels for Air Carrier Airports

Annual Enplanements	State Participation
≤ 25,000	2/3 project cost up to \$25,000
> 25,001	1/2 project cost up to \$25,000

Table 6  
Promotional Funding Levels for Reliever and General Aviation Airports

Based Aircraft	State Participation
≤ 25	2/3 project cost up to \$7,500
> 25	1/2 project cost up to \$7,500

DOAV provides technical assistance to airport sponsors in the design of promotion program planning and submission of grant applications.

### 11.3 Application Process

To request promotional funds, a sponsor needs to compile a complete application package that must include:

- an *Air Service / Promotion Project Grant Application Form* with original signature and date
- a detailed scope of work
- an estimated budget
- a copy of the airport's annual based aircraft survey

Complete application packages should be mailed or delivered to DOAV. Applications may be submitted anytime during the fiscal year.

### 11.4 Evaluation and Selection Process

When an application package is received, DOAV will review it for completeness and compliance with eligibility criteria and the purpose of the program. If the criteria are met and funds are available within the program, the application will be approved.

### 11.5 Agreement Process

Grant agreements will be offered for approved promotion projects. Please refer to the agreement process section in Chapter 6 Airport Capital Program for details on grant agreements.

### 11.6 Project Implementation

DOAV will provide technical assistance for promotion projects. The department will also review and provide comments on project deliverables such as brochures, videos, and web sites.

#### 11.6.1 Grant Amendments

At any time during the course of a project, the grant agreement for a promotion project may be amended for an extension of the expiration date. When a sponsor becomes aware of conditions that will necessitate this change, the sponsor should immediately submit to DOAV a written request for a grant amendment. **All grant amendments must be coordinated with DOAV prior to the subject work being initiated.**

#### 11.6.2 Reimbursement

Requests for reimbursement can be made for partial amounts or the full amount. The requests must be made using DOAV's *Request for State Fund Reimbursement Form*. The form must bear the sponsor's original signature and date to certify acceptance of

the costs from contractors and others. The form must be submitted with the required supporting documentation, such as a consultant or contractor invoice.

DOAV will review the reimbursement form and supporting documentation. If the submittal is acceptable, payment will be approved. If the submittal is not acceptable, DOAV will contact the sponsor by telephone or email to discuss errors or omissions. If the sponsor cannot be contacted within two business days, the reimbursement package will be returned with a written notification that explains any discrepancy. DOAV will withhold or reduce any reimbursement payment until discrepancies are resolved. **It must be noted that goods ordered and services contracted prior to DOAV approval will not be eligible for reimbursement.**

#### 11.6.3 Project Close-out

A close-out letter will be sent to the sponsor confirming that the project is complete and all payments have been made, unless an audit will be performed as described below.

An audit may be conducted on a project. If an audit is conducted, the sponsor will receive written notification of the outcome and any adjustments that need to be made. After an audit, a closeout letter will be sent to the sponsor.

### 11.7 Applications by Airport Support Organizations

Airport support organizations, which are groups encouraging the development of activities at air carrier airports, may receive funding under certain criteria that is in accordance with VAB policy defining the Aviation Promotion Program. To be eligible for this financial assistance, an airport support organization shall be designated by written endorsement of the airport's sponsor. Only one airport support organization is eligible per airport sponsor. The organization shall be incorporated by the State Corporation Commission and have adopted articles of incorporation and by-laws. In order for an airport support organization to be eligible as an applicant, the airport sponsor must meet the eligibility requirement discussed in Chapter 4 Sponsor Eligibility.

Promotional activities conducted by an airport sponsor organization, such as advertising and business development planning, shall not directly compete or infringe on promotional activities of another Virginia airport. These activities shall not conflict with the overall programs and promotional activities which might be initiated by the Governor, the Virginia General Assembly, the VAB, or DOAV.

The state participation rate is 50 percent for projects in which an airport support organization is the applicant. Requests for program funding shall be made in accordance with existing policy guiding the administration of the Airport Promotion Program. Copies of an airport support organization's incorporation documents and a current written endorsement from the airport sponsor must be included with the funding requests.